# SUPPORTING CUSTOMERS TO ADOPT HEALTHY, SUSTAINABLE AND AFFORDABLE DIETS

## Background

Enabling a shift to healthy, sustainable diets is a crucial element of achieving national climate and biodiversity targets and improving population health. A key objective for WWF-UK is to engage and support customers towards a change in their diets that will reduce environmental impacts and restore nature. Both partners want to promote the consumption of healthy, nutrient-dense foods with lower environmental impact and to make it easier for everyone to enjoy food that’s affordable, healthy and sustainable.

One of the best ways that individuals can improve their health and the environment is to increase how many plants they eat relative to animals. WWF therefore seeks to reduce the consumption of food products with a high environmental impact (meat and dairy) and increase consumption of sustainable proteins and plant-rich foods (vegetables, whole grains, plant proteins). Where meat is consumed, this should consist of better-quality cuts and products such as organic, grass-fed, higher animal welfare certified.

We believe it is unrealistic to expect customers to switch from meat-heavy to vegetarian or vegan diets overnight. Through this project, we therefore want to understand how best to encourage and enable customers to make manageable changes to their diets that they can maintain over the long-term.

## Objectives and scope

We are seeking support to develop and deliver an exciting behaviour change pilot project that engages supermarket customers in healthier, more sustainable eating. Specifically, we want to encourage customers to eat less and better meat, and more vegetables, wholegrains and plant proteins.

Recognising that different customer segments have different needs, priorities and characteristics, we have chosen to focus on two target segments: low-income families, who are typically high consumers of meat and dairy products, and ‘dabblers’, customers who are open to changing their diets.

The pilot project should:

* Improve customer knowledge, skills and attitudes toward healthier, more sustainable diets
* Employ bespoke strategies, techniques and messages to effectively engage the two target segments
* Develop and test different meat reduction pathways with customers (e.g., meat as a treat, less and better meat)
* Approach sustainable diets in a positive and non-polarising way, especially with regard to meat and dairy consumption
* Make meat-reduced diets the norm in a way that resonates with the target segments
* Be based on recognised behaviour change theory (e.g., COM-B, ISM)
* Be designed to create lasting behaviour change
* Provide insights to both partners on how best to communicate on healthy, sustainable diets to achieve customer behaviour change, and which elements of the pilot are suitable for scaling to a larger audience

Project management and outputs

The consultant will be responsible for developing and delivering the pilot project in collaboration with WWF and select retail partners.

The primary WWF-UK contact point is Joanna Trewern, Sustainable Diets Manager.

Other teams within the business will be informed and consulted on the work, including Innovation, Group Communications, Customer / Marketing, and Commercial.

Both contact points will be available to support the consultants (e.g., weekly calls) for the duration of the project.

Proposals and consultant selection

Proposals should be a maximum of three pages and include:

* Your proposed approach, covering
  + - Recruitment, delivery, monitoring and evaluation plans
    - Strategies for targeting the identified customer segments
    - Proposed timelines for design and delivery
    - Requirements for input from WWF & select retail partners
* A fee proposal including total days and day rates for each member of staff who will work on the project
* Names and short bios of staff who will work on the project

Timelines:

* We are keen to get the work started as soon as possible. We would like to receive all proposals for the work by 21st March and make a decision on which consultant to appoint on 25th March.
* We would like findings from the pilot project to inform customer communications in September 2022, so the project should be completed ahead of this date.

Budget:

* Our maximum budget for this piece of work is £30,000.

Please send a copy of your proposal for this research to:

* Joanna Trewern, WWF-UK: [jtrewern@wwf.org.uk](mailto:jtrewern@wwf.org.uk)

## Appendix

For more information on WWF’s positions on healthy, sustainable diets, please see the following:

* <https://www.wwf.org.uk/what-we-do/livewell>
* <https://wwf.panda.org/discover/our_focus/food_practice/sustainable_diets/>